

**DEPT. OF THE ARMY**

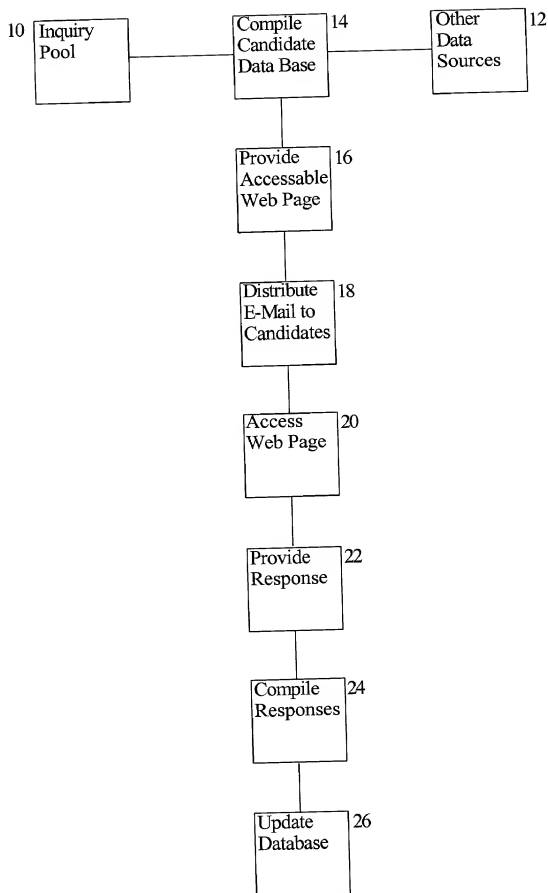


FIGURE 1

Name, we've appreciated your interest in *University*. Do you still intend to apply to *University*, or do you need another application or any other information?

- ☐ Yes, I will be applying
- ☐ No, thank you. I will not be applying to *University*
- ☐ I am still undecided
- ☐ Please send me another application
- ☐ Please e-mail me, I have another question

Name, if you have 2 more minutes, I would appreciate it very much if you would take a look at the questions below and respond where appropriate.

Thank You.

How much influence does each of the following factors have on your decision to apply to *University*?

Not important at all  
 Not very important  
 Somewhat unimportant  
 Neutral  
 Somewhat Important  
 Important  
 Very Important

- |                       |                       |                       |                       |                       |                       |                       |                       |   |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Campus is safe and secure                             |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | You offer majors that interest me                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | You have an athletics program that fits my needs      |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Extracurricular activities that I enjoy are available |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Admission staff is accessible                         |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Faculty care about students as individuals            |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | University prepares me for a career that interests me |

What other schools will you be applying for?


FIGURE 2a

108211-6471E660

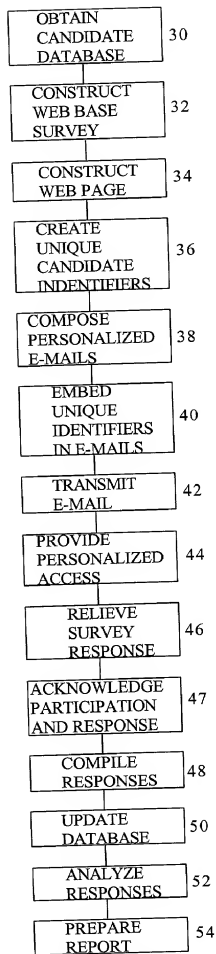
# Student Info Correction...

<input type="text" value="Name"/>	(First Name)
<input type="text"/>	(Preferred Name)
<input type="text"/>	(Middle Name)
<input type="text" value="Last Name"/>	(Last Name)
<input type="text" value="Address"/>	(Address 1)
<input type="text"/>	(Address 2)
<input type="text" value="City"/>	(City)
<input type="text" value="AL"/> <input type="text"/>	(Zip)
<input type="text" value="###-###-####"/>	(Phone)
<input type="text"/>	(E-Mail Address)
<input type="text"/>	(1st Academic Interest)
<input type="text"/>	(2nd Academic Interest)

Thank you again, *Name*, for taking the time to complete this survey.

If you would like any more information on our school, please visit our web site at [www.university.edu](http://www.university.edu), or e-mail us at [Universitysurvey@admissionsinfo.com](mailto:Universitysurvey@admissionsinfo.com)

<input type="button" value="Submit Information..."/>	<input type="button" value="Clear Form..."/>
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*FIGURE 3*

*Name*

---

**From:** *Name*  
**Sent:** *Date*  
**To:** *Name*  
**Cc:** *Name*  
**Subject:** *University*

I'm emailing because I haven't received your application yet. I've set up a special web page to help me make sure you have everything you need. Would you please take a moment to visit [http://www.admissionsinfo.com/university/web\\_survey/university.asp?i=3.0XX000000547.7](http://www.admissionsinfo.com/university/web_survey/university.asp?i=3.0XX000000547.7)  
Thank You!

*Name*  
*Title*  
*University*

*FIGURE 4*

Bill, thank you for taking the time to fill out your survey.

We look forward to communication with you in the coming weeks; and making your *University* experience more complete.

For more information, please visit our web site.

09931749-112801

FIGURE 5

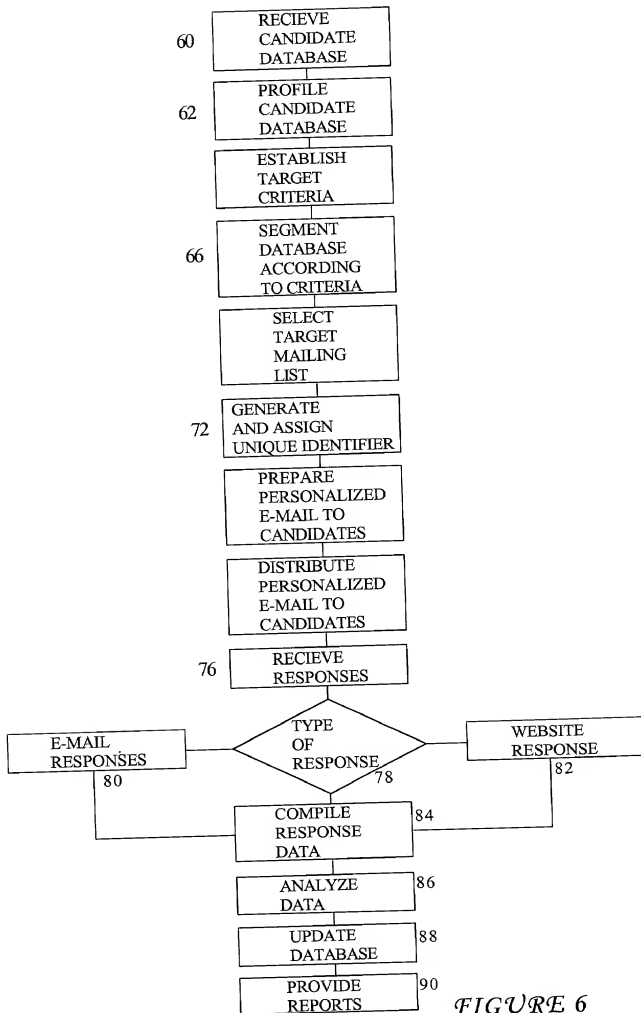


FIGURE 6

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graph TD
    100[RECEIVE DATA FILES] --> 102[DATA QUALITY AND PROFILING]
    102 --> 104[DATA SEGMENTATION]
    104 --> 105[IDENTIFY TARGET SEGMENTS]
    105 --> 106[ADD UNIQUE IDENTIFIER]
    106 --> 108[PREPARE CUSTOM PACKAGE]
    106 --> 114[PREPARE E-MAIL WITH EMBEDDED LINK]
    108 --> 110[DETERMINE MAILING LIST]
    110 --> 112[MAIL CUSTOM PACKAGE]
    114 --> 116[SEND E-MAIL]
    112 --> 118{STUDENT REPLIES}
    116 --> 118
    118 -- NO --> 120[SEND FOLLOW UP E-MAIL]
    120 --> 122[STUDENT REPLIES]
    122 --> 124([REPLIES TABULATED AND REPORT GENERATED])
    118 -- YES --> 124

```

FIGURE 7



*Name*  
**From:** *Name*  
**Sent:** *Date*  
**To:** *Name*  
**Cc:** *Name*  
**Subject:** *University*

**From:** *Name*  
**Sent:** *Date*  
**To:** *Name*  
**Cc:** *Name*  
**Subject:** *University*

We would like to invite you to attend An Evening with *University* in *City* on *Date*. You and your parents can get helpful information about admissions, answers to financial aid questions, and the opportunity to speak with *University* alumni at this event.

I think you and your family will have a great time, and want to make sure you don't miss out. Please click on the link below to let me know if you'll be attending.

Thanks,  
*Name*  
*Title*  
*University*

[http://www.admissionsinfo.com/university/web\\_survey/university.asp?i=3.0XX000000547.7](http://www.admissionsinfo.com/university/web_survey/university.asp?i=3.0XX000000547.7)

FIGURE 8